



WPTV

## ORDER

Print Date 10/11/12

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Flight Dates 10/08/12-10/21/12

Contract / Revision 313334 /

Original Date / Revision  
09/28/12 09/28/12

Advertiser Florida Federation for Children

Agency McLaughlin &amp; Associates

Buying Contact

919 Prince Street  
Alexandria, VA 22314

Product

FL Federation for Children

Agency Com 15%

Billing Contact

566 South Route 303  
Blauvelt, NY 10913

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 515

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	22	\$29,410.00	\$34,600.00	0.00
Totals	22	\$29,410.00	\$34,600.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/21/12	22	\$29,410.00	\$34,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/08/12	10/08/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1		\$1,500.00		0.00					
N 2	WPTV	10/15/12	10/15/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1		\$1,500.00		0.00					
N 3	WPTV	10/08/12	10/12/12	M-F 10-11a M-F 10-11a	CM	10-11a	-1-1---	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00



**WPTV**

Print Date: 10/11/12

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Contract / Revision    **313334**    Flight Dates **10/08/12-10/21/12**

Hiatus Dates

Original Date / Revision    09/28/12/    09/28/12

Order Sep    00:20:00

Advertiser    **Florida Federation for Child**    Product **FL Federation for Children**    Estimate #    **515**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/08/12	10/12/12	M-F 10-11a M-F 10-11a	CM	10-11a	- 1- 1- - -	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 1- 1- - -					2	\$1,000.00		0.00			
N 4	WPTV	10/15/12	10/19/12	M-F 10-11a M-F 10-11a	CM	10-11a	- 1- 1- - -	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- 1- 1- - -					2	\$1,000.00		0.00			
N 5	WPTV	10/08/12	10/10/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1- 1- - - -	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1- 1- - - -					2	\$650.00		0.00			
N 6	WPTV	10/15/12	10/17/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1- 1- - - -	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1- 1- - - -					2	\$650.00		0.00			
N 7	WPTV	10/15/12	10/16/12	M-F 5-530p M-F 5-530p	CM	5-530p	11- - - - -	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	11- - - - -					2	\$2,000.00		0.00			
N 8	WPTV	10/08/12	10/09/12	M-F 5-530p M-F 5-530p	CM	5-530p	11- - - - -	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11- - - - -					2	\$2,000.00		0.00			
N 9	WPTV	10/17/12	10/18/12	M-F 6-630p M-F 6-630p	CM	6-630p	- - 11- - -	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - 11- - -					2	\$3,000.00		0.00			
N 10	WPTV	10/10/12	10/11/12	M-F 6-630p M-F 6-630p	CM	6-630p	- - 11- - -	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - 11- - -					2	\$3,000.00		0.00			
N 11	WPTV	10/20/12	10/20/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - - S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - - - - S-					1	\$1,500.00		0.00			
N 12	WPTV	10/13/12	10/13/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - - S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S-					1	\$1,500.00		0.00			
N 13	WPTV	10/21/12	10/21/12	Su 6p Su 6p	CM	6-630p	- - - - - S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - - - - S					1	\$1,000.00		0.00			
N 14	WPTV	10/14/12	10/14/12	Su 6p Su 6p	CM	6-630p	- - - - - S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S					1	\$1,000.00		0.00			
Totals													22	\$34,600.00	